

BRAND VALUE

Nike continues to be the world's most valuable apparel brand, according to Brand Finance, after impressive growth over recent years and an enviable following on social media. But which brands are challenging its position?

HOTTEST BRANDS OF 2019

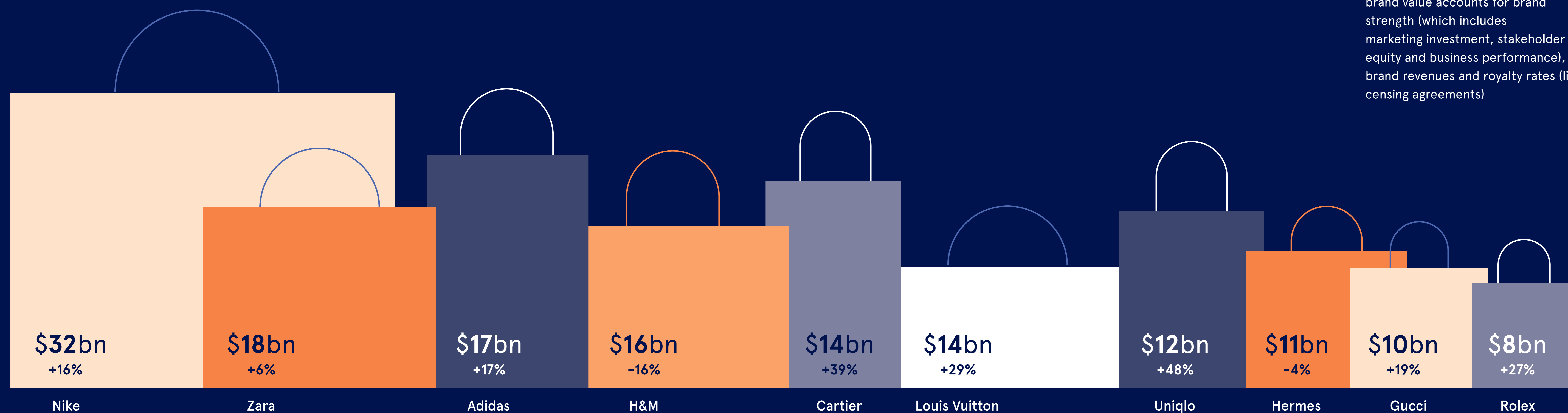
The Lyst Index analyses the online fashion shopping behaviour of more than five million shoppers a month across 12,000 designers and stores online, and includes Google search data, online sales and social media activity

Rank Q1 2019			Rank Q4 2018		
1	Off-White	2	6	Prada	11
2	Gucci	1	7	Stone Island	7
3	Balenciaga	3	8	Versace	6
4	Valentino	9	9	Vetements	8
5	Fendi	5	10	Saint Laurents	27

Lyst 2019

BRAND VALUE OF THE LEADING TEN APPAREL BRANDS IN 2019*

Brand value and percentage change on 2018

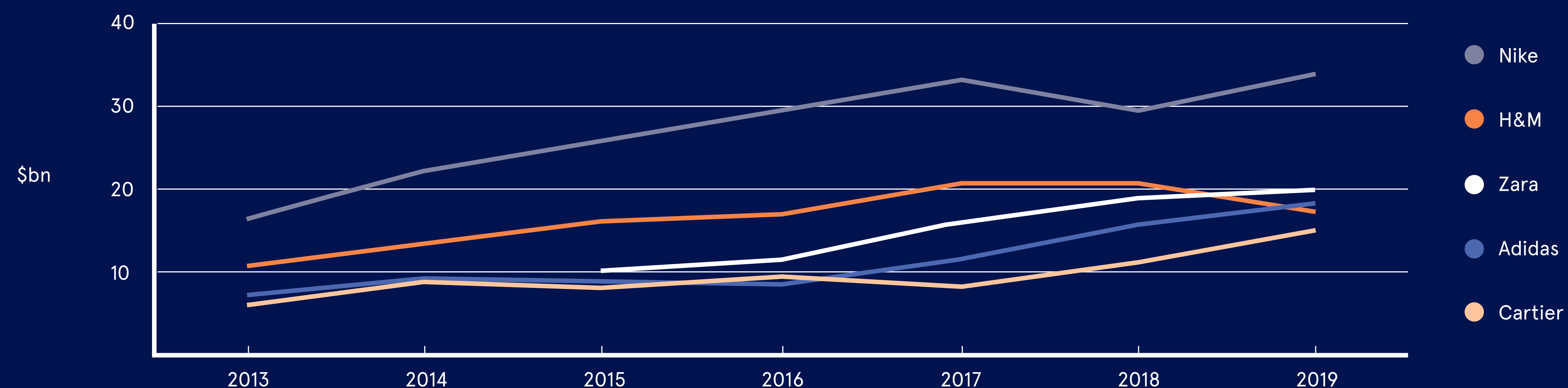


*Brand Finance's measure of brand value accounts for brand strength (which includes marketing investment, stakeholder equity and business performance), brand revenues and royalty rates (licensing agreements)

Brand Finance 2019

BRAND VALUE OVER TIME*

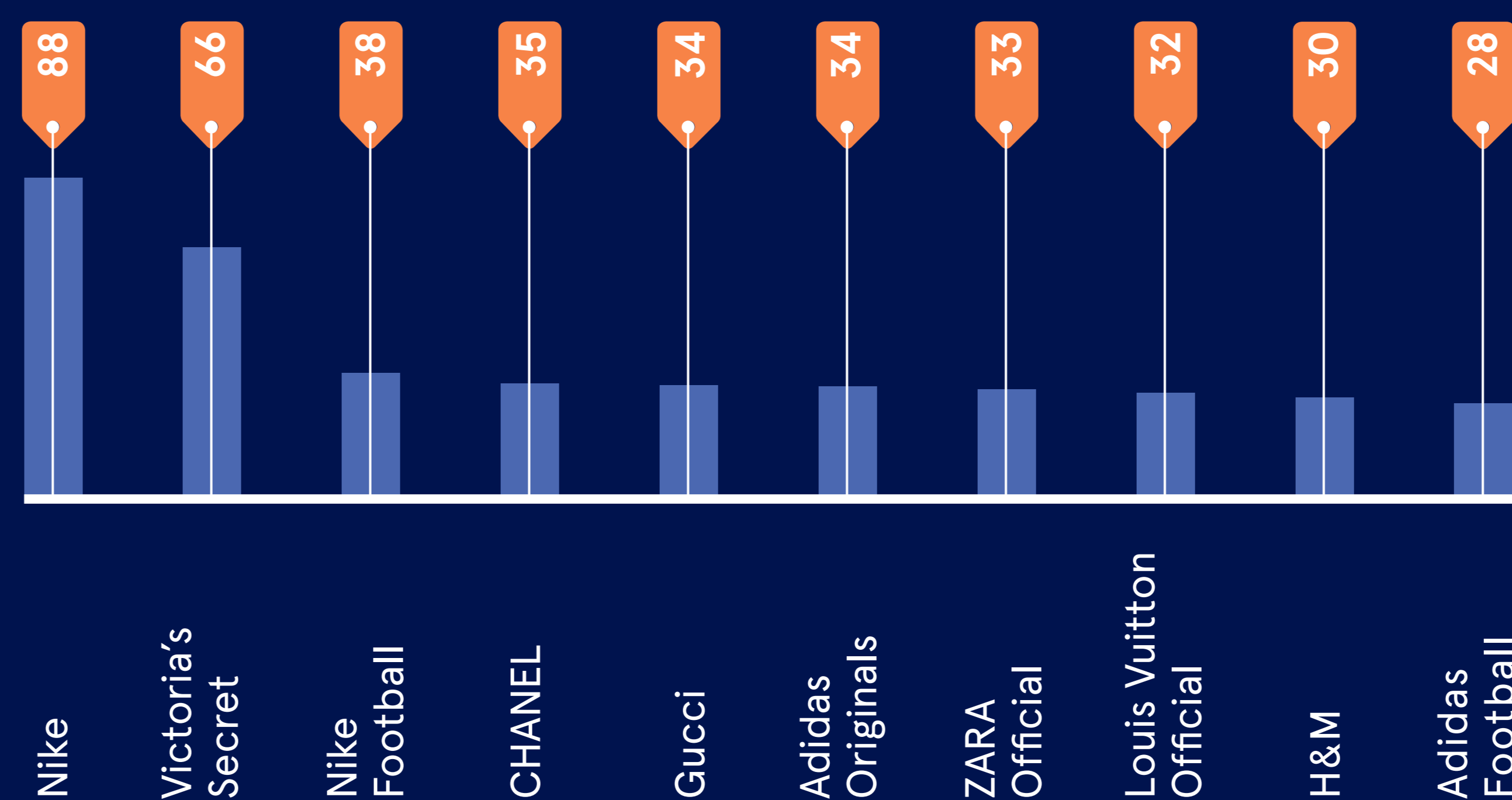
Changes in brand value for the top five most valuable brands in 2019



Brand Finance 2019

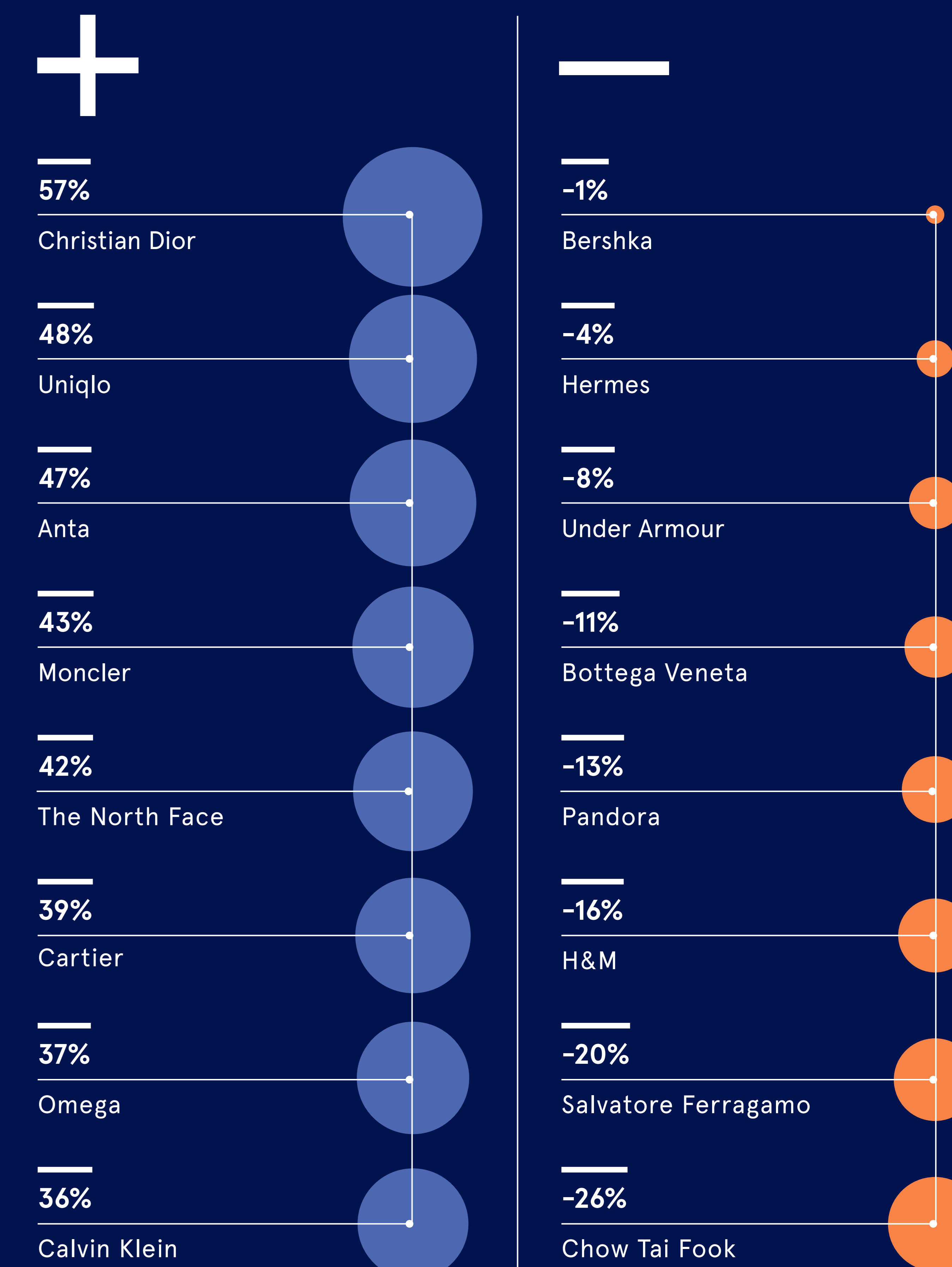
MOST FOLLOWED FASHION BRANDS ON INSTAGRAM

Number of followers in mid-May 2019 (million)



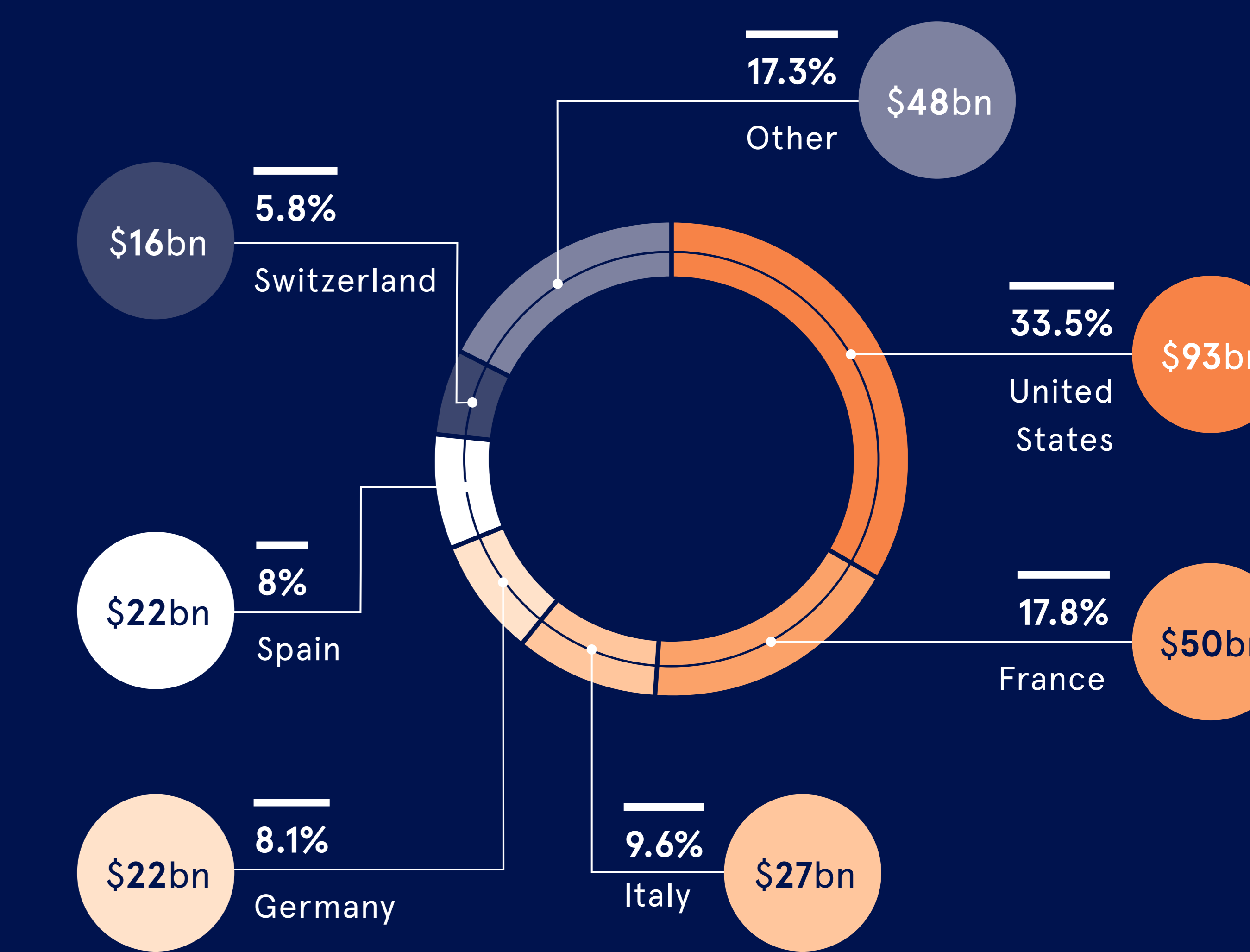
Instagram 2019

BRAND VALUE: BIGGEST MOVERS IN 2019*



Brand Finance 2019

WHERE THE 50 BIGGEST APPAREL BRANDS LIVE*



Brand Finance 2019